



Supplying Files for CTP at Senol

Supplying digital files correct for CTP is critical in preventing costly delays and over-runs. Although not intended to be a comprehensive reference, the following guidelines will help you to avoid the common pitfalls.

Supported Software:

Quark Xpress 6.5
Adobe Photoshop CS2
Adobe Illustrator CS2
Adobe InDesign CS2
Adobe Acrobat Professional 7

Other software used:

Acrobat Distiller, Pitstop Professional, Font Doctor 6.1.5, Suitcase XI, Markzware Professional5.5

General Document Setup

All files (except PDFs) must be supplied in a page layout format such as InDesign or Quark XPress.

All documents (including PDFs) must be centred.

Leave a 3mm safe zone on all four sides of your job, free of any elements that are not intended for bleed.

Bleed on a standard Album sleeve should extend 6mm beyond the document's finished size top and bottom and 3mm left and right.

Bleed on 12" Singles, Inner Bags and CD work should extend 3mm beyond the document's finished size.

From Photoshop:

Flatten your files. Save images with clipping paths as EPS files. Provide all four colour images and graphics as EPS or TIFF files. Two colour work created with CMYK channels will output CMYK plates. If possible, remove the unwanted channels and save as a duotone. If this is not possible, you should inform Senol of the colours that you do or do not want to be output. DCS2 files will incur extra costs if we are not informed of them prior to work being started. B/W images should be saved as greyscale TIFFs. If sending complex images, please provide the layered Photoshop file as well as all supporting files. JPEG format is not recommended for high end output at Senol.

From Illustrator:

You should supply Senol with an EPS from Illustrator and not an AI file that is only native to Illustrator. Convert all fonts to outlines. As an insurance policy, send a PDF at maximum resolution and make sure all "fonts are embedded". Do not nest EPS files in other EPS files.

From Quark and InDesign:

Update all your graphics and placed images before collecting for output. Files that are supplied with links modified or missing will incur extra costs, and we will insist you have a proof, also at extra cost to yourself. Do not export as a PDF. Print a postscript and use Distiller with press quality output. We have had instances where files exported from these programs are not always reliable for high end output.

Images and Fonts:

Any image you send us will be output on a high resolution device. If the supplied image resolution is too low, our system will use the colour values of a single pixel to create several halftone dots. This will result in pixilation and a very "coarse" or "jagged" looking output. Our normal printing standard is 2400-dpi (dots per inch) at 175-lpi (lines per inch). The optimum scanning or image resolution for supplied graphic images is 300dpi. Best results will be achieved if images are rotated, flopped or skewed in an image manipulation program such as Photoshop, instead of your page layout program.

Blends should not be created in your page layout program. Blends should be created in Adobe Illustrator, and then imported into your page. Remember that if your blends need to be rotated, you should apply this in Adobe Illustrator.

All fonts used in EPS files must be converted to outlines. All fonts used must be PostScript fonts (usually called "Type 1" fonts) and should be licensed to the client. Anything other than complete Postscript fonts are used at the client's own risk. True Type and Multiple Master fonts should not be supplied and Senol accepts no responsibility for their unpredictable output on our high resolution output device, and extra costs may be incurred. Fonts should not be stylized in the page layout program. Use the font with the desired attributes. In the event that the desired font is not available a different font should be chosen. All fonts used in your job must be supplied in a separate folder labeled "Fonts". An additional charge will be incurred for fonts missing and/or fonts not supplied in the fonts folder.

Spot Colours (Pantones)

When creating spot colours in your job please use the pantone references in the programs pallet. Do not give us a pantone colour that you have called "my company logo colour", this has no colour reference to the industry standard Pantone library that we use. Remove all unused spot colours from the pallet. Industry standard print colours are CMYK and RGB is not supported, files supplied to us in this format will be rejected.

Proofs

Senol can supply trapped and imposed visual hard copy proofs or e-mails of your job. We stress that this is purely for content only, showing the condition of the fonts and images you have supplied once they have been trapped. PLEASE CHECK ALL PROOFS THOROUGHLY - ESPECIALLY BARCODES!

PDF or Laser Proofs should be checked before going to print, once a proof has been approved and errors are later found in the finished artwork, NO responsibility will be accepted by Senol Printing.

Checks before sending your files to Senol:

- 1) Use a page layout program like Quark or InDesign.
- 2) Be sure that your job is created centered on its document and includes bleed.
- 3) Edit, delete or convert unused colours. Make sure the colours are correctly named.
- 4) Include all supported files for your job.(fonts, images, extensions, etc)
- 5) Do not stylize fonts from your page layout program in your job.
- 6) Supply complete Postscript fonts, do not use True Type fonts.
- 7) Supply all images and graphics used in you job.
- 8) Update missing or modified pictures in your page layout.
- 9) Supply a visual copy of what your job should look like.

Please feel free to contact Senol with any questions you might have on creating or supplying files for us.
We would much rather talk to you about files *you are* sending us,
than charge you for the wrong files you *have* sent us.